

# Take Part in Our Impulse Movement for a Future We Want to Live in

UnternehmerTUM has turned 20 years. Since 2002, we've been the place to be, platform, and network for people who want to shape the future and create a liveable world with their start-up or innovation. Successful ventures and innovations secure our prospects, prosperity, and nothing less than our democracy. **It's these start-ups, innovative companies, and creative people that address the issues of today and find solutions for climate change, pandemics, food scarcity, and much more.**

**They all start with impulses!** Impulses that lead the way into the future. Impulses that clearly show which changes we need. Impulses that demand, push, and bring people together. In this year's campaign, we gather high-profile experts and businesses that provide such impetus. The values "entrepreneurial, sustainable, human" are setting the beat.

---

**We'd love to hear from you, too.**

**Set your personal impulse for one of the future topics (see below)!**

It's quite easy: Publish your impulse as a statement on Social Media and - if you like - have your tailored graphic be created by us. Use the hashtag [#FutureImpulses](#) and the respective topic-related hashtag for this and tag UnternehmerTUM (we're on [LinkedIn](#), [Instagram](#), [Twitter](#), [YouTube](#), and [Facebook](#)). Want to see some examples? Please find them below. 📌

**How you'll receive your personal graphic:**

- Write down 1-2 key phrases as your impulse statement. Ideally in English, but German is also possible.
- Send us this impulse statement, your job title plus company name, and a photo of you to [marketing@unternehmertum.de](mailto:marketing@unternehmertum.de). Please state which templates you'd like.
- We'll send your image(s) to you in about three working days - and you're ready to go! Of course, you can state your impulse in more words in your post text.

**Thank you for being part of this.**

**We're looking forward to seeing your impulse for the future!**

## Future Topics

In 2022, we're drawing together voices that speak up regarding the topics below. More topics, mobility for example, will follow in the second half of the year.

### Founding

What do Germany and Europe need as start-up locations? What do we have to do to support founders and young businesses in launching sustainable products and services? How can we achieve more spin-offs and business creations that turn necessary ideas and research findings into added value?

[#ImpulsesforFounding](#)

### Family Businesses

How do we best lead and accompany family-owned companies to maintain their value for the economy and society? How do we bring them into the future and which actions and technologies are critical to do that? Who has to step up to bring about the right circumstances? How can we ensure that there are successors for family businesses?

[#ImpulsesforFamilyBusinesses](#)

### Mobility

How can we bring mobility in the city and on the countryside sustainably into the future? Which means of transport and trac patterns are not just working for us humans – but also compatible with our climate goals and nature? How can we transform areas and streets that are noisy, stifling, and full today into soothing places?

[#ImpulsesforMobility](#)

### Artificial Intelligence

What do Germany and Europe need to stay competitive with AI, compared to, among others, the U.S. and China? Who has to ramp up their activities? How do we best foster start-ups and established companies in applying AI in their products and services and – while they ensure economic success – in adding value to society and our planet? What does meaningful and ethical AI look like and what are its limits?

[#ImpulsesforAI](#)

### Digitalization

How can we foster digitalization in Germany and Europe to add value? Who should engage and how do we best support people and organizations in switching to digital products and services? What's a healthy balance of digital and offline? And how do we best enable founders and companies who offer user-friendly and beneficial applications?

[#ImpulsesforDigitalization](#)

### Circular Economy

How can we transform our mostly linear economy into a circular one? Which changes will enable us to bring back to use the materials that are around us and already produced? What can we all contribute to this change?

[#ImpulsesforCircularEconomy](#)

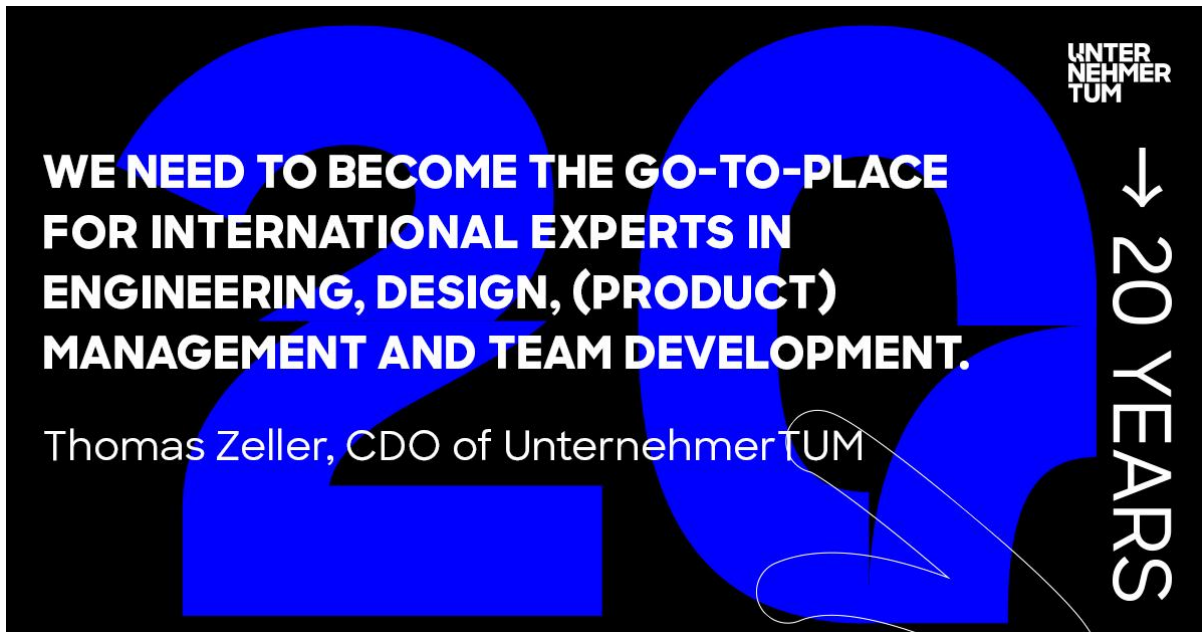
**Example Templates**



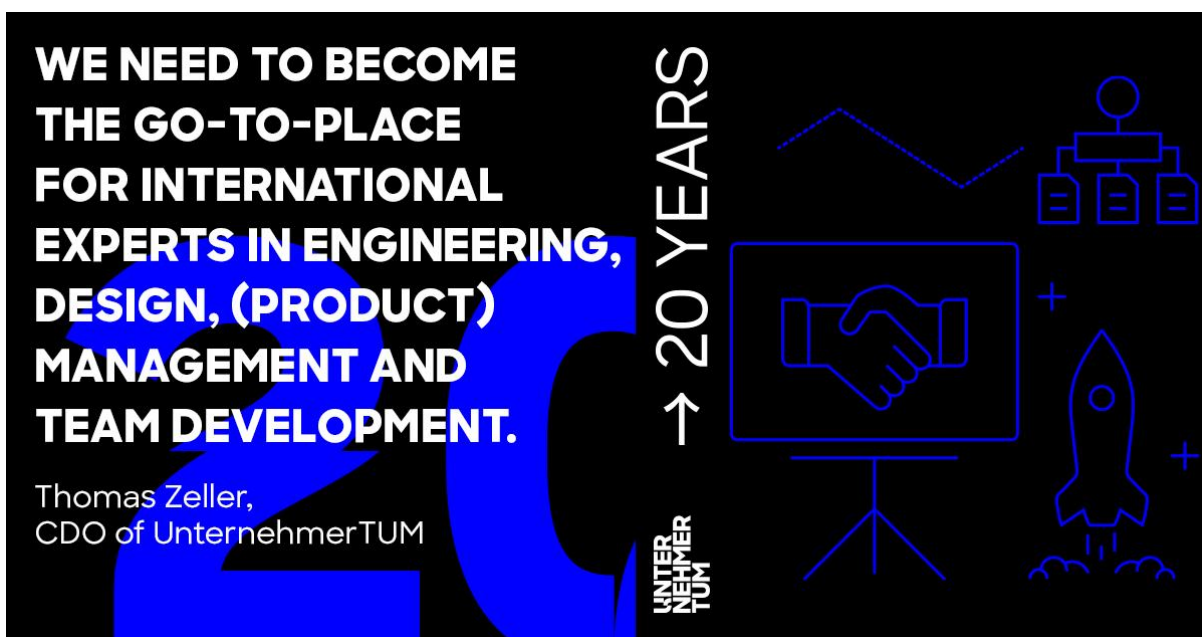
Template 1 - personal quote and photo



Template 2 - personal quote



Template 3 - personal quote



Template 4 - personal quote and illustration



Template 5 - personal quote



Template 6 - personal quote



## Example Post

 **Lisa Müller**  
22,501 followers  
7h • Edited • 

Agile, lean, user-centric: those are often-used keywords. To sustain Europe as a place of innovation and a flourishing economy, we need a mindset shift. Whether small start-ups, SMEs, or big enterprises, all companies need to focus on humans, on the people that consume and use- and should ultimately benefit from your product or service.  
#FutureImpulses



 2 comments • 2 shares

 Like  Comment

This is how a LinkedIn update with the impulse graphic and a self-written post text could look like.